RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 6, 1998

RJR Account #332880
Mr. D. Ginsburg
KEY STORES

JUNE CTS: DORAL BUY 8 PACKS GET 2 PACKS FREE / PROMOTION #800541

Dear David:

DORAL B8G2F 'PRE-SLEEVED' product (6M) has been ordered to ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product.

DORAL B4G1F BRAND STYLEs	UPC Code	#/ (6M) Cases
Light King	12300-25291	2
Light 100	12300-25292	2
FF 100	12300-25293	2
Lt Men 100	12300-25294	2
Ult Lt 100	12300-25295	2
Box 100	12300-25296	2
Lt Box 100	12300-25297	2

Billing per 6M Case: **24 Savings Cartons**

Product Arrival: **May 18, 1998**

Ship Date to Retail: **Week of: June 8, 1998**

EFT $ Amount: **$3,280.34**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B8G2F'

51845 9650

Source: https://www.industrydocuments.ucsf.edu/docs/yzly0000

PROMOTION DESCRIPTION:

******* NO PACKING IS REQUIRED *******

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $3.60 per each **promoted 6M** case for all product packed and shipped to retail on a timely basis. This equates to **$50.40 (14 (6M) case(s) @ $3.60).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162208
L. E. MacWilliams

Enclosure: Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/yzly0000

DIRECT ACCOUNT RETAIL CUSTOMER LIST

PROMOTION #800541: DORAL BUY 8 PACKS GET 2 PACKS FREE

RETAIL DISTRIBUTION DATE: 6/8/98

*** NO PACKING REQUIRED * * POS Kits / Floor Base Displays will be shipped directly to Retail Accounts.*

7 BRAND STYLES: DORAL LT/ LT 100/ FF 100/ LT MEN 100/ ULT LT 100/ BOX 100/ LT BOX 100

7 STYLES

S/REP	R/REP	RJR #	ACCOUNT NAME	ADDRESS	CITY	STATE	BRKT	VAP SIS	VAP NAME	VAP SPLY	CARTONS PER STYLE	
162208	162220	777228	BEER SUPER	223 SPRING ST	WILKES BARRE	PA	CS	332880	KEY STORES		30	
162208	162224	776727	RUMINSKIS GROC	825 S PROSPECT ST	NANTICOKE	PA	CS	332880	KEY STORES		30	
							332880 Total				2	CASE(S) PER STYLE

Source: https://www.industrydocuments.ucsf.edu/docs/yzly0000